

Year Ending September 30, 2013

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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August 18, 2014

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-fourth annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2013. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During the fifth year of my chairmanship, the TDC has continued to provide funding to capital related projects in the amount of \$4.5 million. While enhancing our appeal to our visitors, the funding lessens the burden on our residents. Capital projects funding was provided for either governmental entities or non-profit organizations with examples that include: county and municipalities for beach and museum restoration and maintenance; restroom renovations at the H. S. Truman Little White House in Key West; observation boardwalk and tiki huts in partnership with the City of Marathon; and exterior improvements at the History of Diving Museum in Islamorada.

Our ongoing Market Research program included a Smart Profile Analysis; Experiential Travel data; Visitor Trends; updates on the North Roosevelt Boulevard reconstruction survey; Price/Value and Advertising Effectiveness; Travel Planning; and Branding Studies. The Market Research Director also included the Visitor Profile Study; and visitor trends and economic monitoring reports to the TDC throughout the year.

The Sales Director for the TDC provided an overview of our *Key Lime Academy* program that is a web based online educational portal for travel buyers, agents and tour operators to learn and educate themselves on the attributes of the Florida Keys as a destination for their clients. The new program has proven to be popular with notable participation figures increasing monthly.

Tinsley Advertising made presentations to the TDC on the Canadian television spot; still photography shoot and television shoot updates; several new television commercials; search engine marketing report; 2013 fall/winter and 2013 spring/summer campaigns; and the *Good Morning America* campaign.

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NewmanPR provided updated information on event coverage; highlights of the Keys Traveler magazine; the creation of an A-Z for family fun in the Keys video, featuring cartoon character 'Miles Marker'; overview of the accomplishments of the Canadian PR agency (LMA Communications); and *Keys Voices* (keysvoices.com) providing local public relations interest stories has steadily increased in readership. The agency also contracted with Art Loft to produce a PBS 30 week documentary featuring the arts in the Florida Keys, which will also include billboards at the start and end of each segment and logo exposure. As an environmental marketing and branding tool, the agency is the first tourism destination to partner with Recyclebank.com. The program will draw the attention of 'green' travelers and generate heads in beds for the entire destination.

FloridaKeys.com provided information on their social media efforts on behalf of the TDC which include Facebook, Twitter and Pinterest. The agency also reviewed the visual and navigational changes to the fla-keys.com home and district pages; the collaboration with the Film Commissioner in the creation of the new Film Commission site; and their assistance with the new online *Key Lime Academy* program.

In addition, the TDC reviewed the achievements of the FY 2013 marketing plan goals achievements; an updated report from the Florida Department of Transportation on the overview of the rebuilding of North Roosevelt Blvd.; a presentation on behalf of the Everglades National Marine Sanctuary regarding zoning review and Draft General Management Plan; presentations by the Cultural, Dive and Fishing Umbrellas; review and approval of revisions to the Destination and Turnkey event funding application and event funding policies.

As part of our ongoing marketing strategy, one hundred and five events were funded by the TDC throughout the Florida Keys providing enjoyable and interesting activities for visitors and our residents alike.

The TDC continued to modify their marketing plan to meet the economic trends resulting in a 7.8% increased of bed tax revenues over last year. Our occupancy and average daily rates again lead the state most of the year.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers, who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2012-2013 (10/1/2012 – 9/30/2013)
Monroe County Tourist Development Council

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Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2013, and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/12 to 8/16

Appointed by Neugent
District Appointment
District III

Mr. Harry Appel

Deer Run Bed & Breakfast
1997 Long Beach Drive
Big Pine Key, FL 33043
Term of Service: 8/11 to 8/15,
Classification: Tourist Accommodations

Appointed by Wigington
District Appointment
District II

Mr. Peter H. Batty

Keys Energy Services Utility Board
912 Georgia Street
Key West, FL 33040
Term of Service: 8/13 to 8/17 Replaced Hernandez
Classification: Elected Official

Appointed by Murphy
District Appointment
District I

Mr. James Bernardin, Vice Chairperson

Pine & Palms Resort.
148 Gulfside Dr.
Islamorada, FL 33036
Term of Service: 1/12 to 2/16,
Classification: Tourist Accommodations

Appointed by Rice
District Appointment
District IV

Mayor Craig Cates, Co-Treasurer

City of Key West
525 Angela Street
Key West, FL 33040
Term of Service: 11/09 to 11/13
Classification: Elected Official

BOCC Appointment

Mr. George Fernandez, Treasurer

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/13 to 7/17
Classification: Tourist Related Industry

Appointed by Murphy
Mayoral Appointment

Ms. Julie Fondriest

Historic Key West Inns
325 Julia Street
Key West, FL 33040
Term of Service: 7/13 to 9/14 Replaced Wright
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

Ms. Ronnie Harris

Kona Kai Resort
97802 Overseas Highway
Key Largo, FL 33037
Term of Service: 7/11 to 8/15
Classification: Tourist Accommodations
Owner/Operator

Appointed by Murphy
District Appointment
District V

Mr. Lou Hernandez, Co-Treasurer

1623 Spaulding Court Unit #4
Key West FL 33040
Term of Service: 8/09 to 8/13
Classification: Elected Official

BOCC Appointment

Mr. Douglas Wright, CHA, Vice Chairperson

Spottswood Management, Inc.
506 Fleming Street
Key West, FL 33040
Term of Service: 8/12 to 9/14 Replaced Carruthers
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Harold D. Wheeler

Director

Lynda Stuart
Office Manager

Stacey Mitchell
Director of Sales

Jessica Bennett
Market Research

Rita Troxel
Film Liaison

Maxine Pacini
Admin Assistant

Jean Brohaugh
Finance Assistant

Kelly Scarbrough
Admin Secretary

Bonnie Fritzke
Office Assistant

Barbara Holding
Sales Assistant

Liana Pyne
Sales Assistant

Sabine Pons-Chilton
Sales Manager

Jack Meier
Sales Manager

Yves Vrielynck
Sales Manager

Steve Smith
Specialty Market Sales

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:
Mr. John Underwood
Vice President – Account Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:
Mr. Andy Newman
Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:
Mr. Clinton Barras
Account Manager

FISCAL YEAR 2013

GENERIC TWO PENNY

Revenue	11,751,090
5% Reserve	<u>(560,239)</u>
Subtotal	10,644,530
Balance forward	<u>7,954,006</u>
Total Revenue available for appropriation	18,598,536

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	11,765,008
5% Reserve	<u>(519,974)</u>
Subtotal	11,245,034
Balance Forward	<u>7,935,448</u>
Total Revenue available for appropriation	19,180,482

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

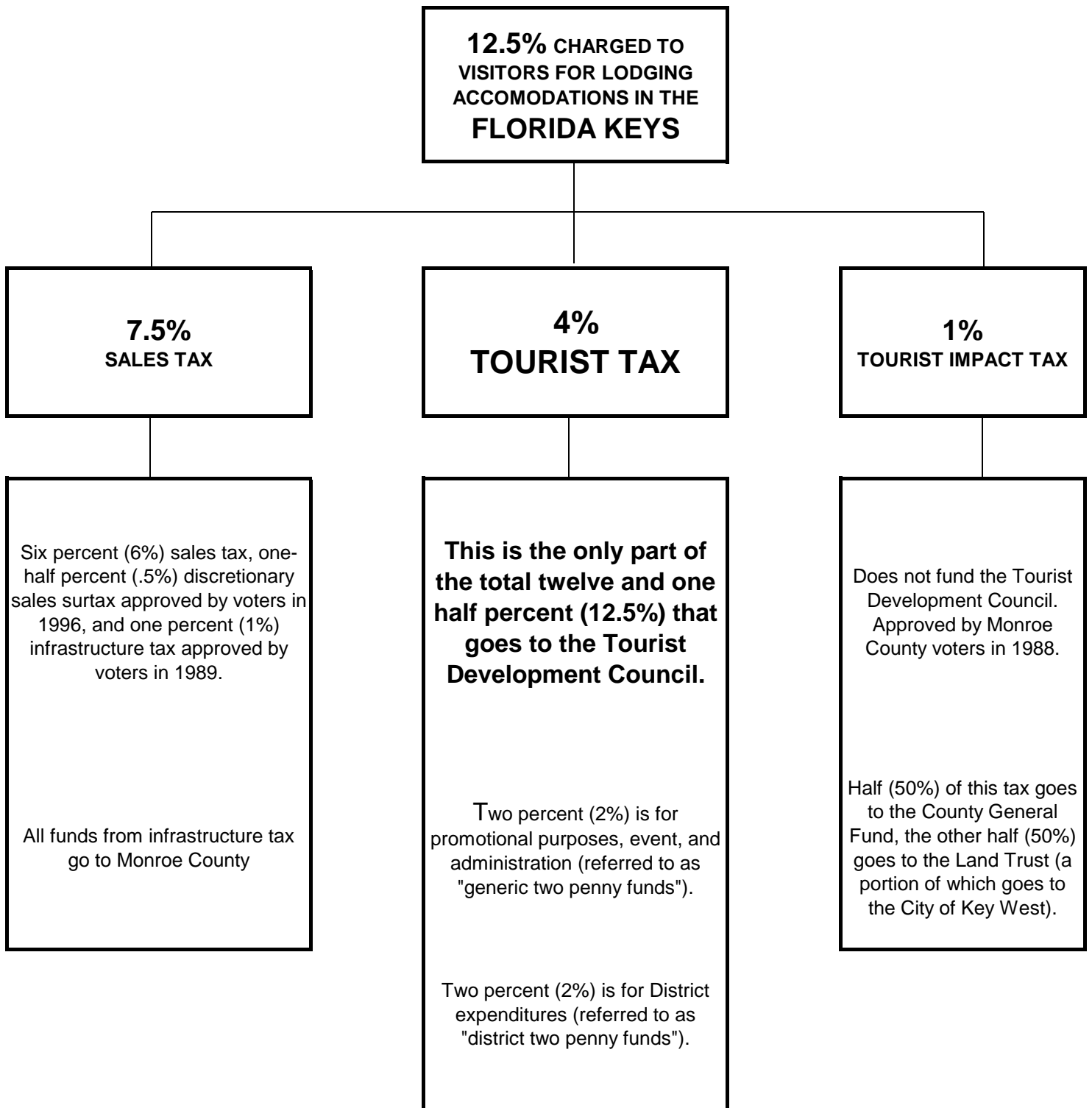
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

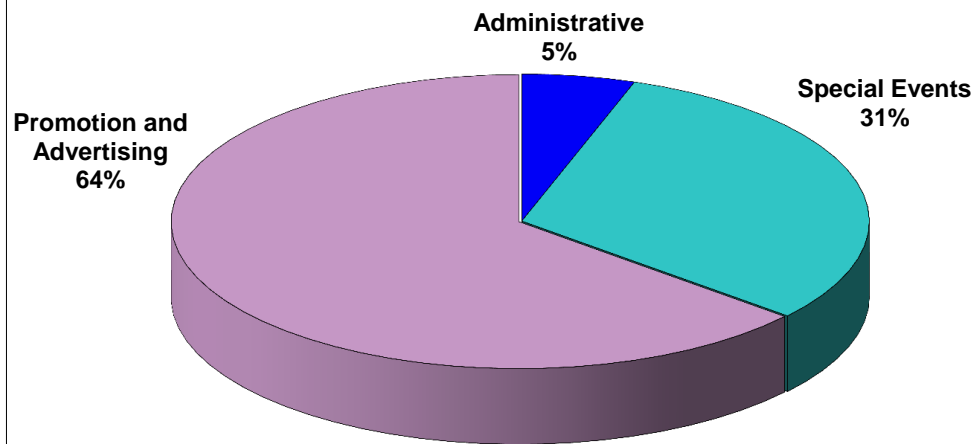
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total GenericTwo Penny Expenditures FY 2013



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	6,454,408	7,557,617	1,103,209
5% RESERVES F.S.129.01	(322,720)	(377,881)	(55,161)
Priceline.com Settlement	467,819	48,550	(419,269)
UNANTICIPATED REVENUE*	0	0	0
BALANCE FORWARD	<u>4,355,019</u>	<u>4,953,216</u>	<u>598,197</u>
TOTAL REVENUE	10,954,526	12,181,502	1,226,976

PROMOTIONAL

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry-Over</u>
Advertising Resources	373,604	0	379,366	0	0
Fees & Commissions - Finance	54,080	26,177	54,080	25,757	0
Market Research	263,000	175,140	365,700	251,146	0
Advertising	4,930,000	4,884,714	5,544,500	5,388,210	0
Mail Fulfillment (Trade)	15,900	7,744	16,854	11,464	0
Sales & Marketing	581,742	508,363	650,163	592,772	0
Website Related Expenses	75,000	46,263	75,000	74,947	0
Promotional Staffing	770,534	556,198	798,273	585,549	0
European Sales Agency	201,308	201,308	238,837	238,837	0
Monroe Council of the Arts	72,500	72,500	72,500	72,440	0
County Services	<u>131,300</u>	<u>66,282</u>	<u>69,167</u>	<u>62,133</u>	<u>0</u>
Total Promotional	7,468,968	6,544,689	8,264,440	7,303,255	0
GENERIC TWO PENNY PROMOTIONAL TOTAL	\$7,468,968	\$6,544,689	\$8,264,440	\$7,303,255	\$0

ADMINISTRATIVE

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry-Over</u>
Salaries/Legal	9,676	9,647	10,554	10,491	0
Salaries/Legal*	0	0	0	0	0
Fees & Commissions - Finance	16,200	7,842	16,800	7,714	0
Administrative Advertising	12,000	5,352	12,000	5,335	0
Board & Admin Travel	21,200	18,202	22,472	10,809	0
Capital Outlay	6,600	0	7,300	1,490	0
Administrative Resources	122,808	0	263,620	(98)	0
Business Lease	119,780	111,402	126,967	111,371	0
Dues & Subscriptions	700	202	8,700	7,535	0
Communications	20,500	15,873	20,500	7,099	0
Communications*	0	0	0	(2,266)	0
Equipment Rental & Leases	9,500	7,099	12,000	5,590	0
Visit Florida	11,964	9,510	12,000	6,000	0
Repair & Maint Services	<u>4,000</u>	<u>808</u>	<u>4,500</u>	<u>1,325</u>	<u>0</u>
Subtotal	354,928	185,937	517,413	172,395	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '12 <u>Appropriations</u>	FY '12 <u>Expenditures</u>	FY '13 <u>Appropriations</u>	FY '13 <u>Expenditures</u>	FY '13 <u>Carry-Over</u>
Operating Supplies/Small Equip	600	505	790	768	0
Office Supplies	11,800	9,522	11,410	6,314	0
Courier Service	2,500	1,300	2,500	814	0
Janitorial	5,000	4,992	5,500	5,392	0
Computer Software	1,500	0	9,951	9,951	0
Administrative Services	423,997	294,278	467,934	392,361	0
Administrative Services*	0	0	0	161	0
Total Administrative	800,325	496,534	1,015,498	588,156	0
SPECIAL PROJECTS					
Dist I Ad Campaign ⁸	451,413	425,665	483,582	402,549	0
Dist II Ad Campaign ⁹	42,875	0	41,210	20,169	0
Dist III Ad Campaign ¹⁰	102,016	82,482	113,988	113,795	0
Dist IV Ad Campaign ¹¹	89,102	89,013	101,510	63,999	0
Dist V Ad Campaign ¹²	<u>92,660</u>	<u>90,473</u>	<u>89,107</u>	<u>68,190</u>	<u>0</u>
Total Admin Special Projects	778,066	687,633	829,397	668,702	0
RESERVES					
Emergency	216,582	0	226,982	0	226,982
Emergency	<u>1,690,585</u>	<u>0</u>	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>
Total Admin Emergency	1,907,167	0	2,072,167	0	2,072,167

*Includes Monroe County Finance previous year's corrections

GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$3,485,558	\$1,184,167	\$3,917,062	\$1,256,858	\$2,072,167
GENERIC TWO PENNY TOTAL					
	\$10,954,526	\$7,728,856	\$12,181,502	\$8,560,113	\$2,072,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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¹¹ Page 28

¹² Page 29

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

<u>REVENUE:</u>	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	3,296,682	3,647,152	350,470
5% RESERVE F.S. 129.01	(164,834)	(182,358)	(17,524)
Priceline.com Settlement	225,760	225,760	0
BALANCE FORWARD	<u>2,085,227</u>	<u>2,726,480</u>	<u>641,253</u>
TOTAL REVENUE	5,442,835	6,417,034	974,199

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	30,159	30,146	32,982	32,786	0
Fees & Commissions - Finance	35,100	16,985	36,400	16,714	0
Mail Fulfillment (Consumer)	59,120	22,923	59,156	21,792	0
Events Resources	254,663	0	589,669	0	0
FL Keys & Key West Film Comm	167,298	139,674	195,373	136,157	0
Public Relations Fees	558,526	558,526	585,000	585,000	0
Public Relations Expenses	775,000	647,478	975,000	794,990	0
Public Relations Expenses*	0	0	0	(1,560)	0
County Services	<u>47,645</u>	<u>47,645</u>	<u>65,353</u>	<u>65,353</u>	<u>0</u>
Total Administrative	1,927,511	1,463,377	2,538,933	1,651,232	0
SPECIAL PROJECTS					
Big Pine & Lower Keys Art Fest	3,728	3,671	3,728	0	0
Brew On The Bay ⁷	0	0	3,001	3,001	0
Conch Life Scramble '12	10,000	6,060	10,000	0	0
Conch Life Scramble '13	0	0	20,000	0	20,000
County DAC IV	10,000	0	0	0	0
Fantasy Fest '11 Dist II ³ , III, IV	21,680	21,680	0	0	0
Fantasy Fest '12	13,190	0	13,190	13,190	0
Fantasy Fest '13	0	0	20,000	0	30,000
Florida Keys Island Fest ⁵	10,000	10,000	13,987	13,987	0
Hemingway 5K Sunset Run ¹	0	0	4,367	4,367	0
Heros Welcome Tribute Weekend	0	0	50,000	0	50,000
Holiday Historic Tours	0	0	17,000	0	17,000
Islamorada Chili Cookoff	2,999	1,075	0	0	0
Key West Bight Before Christmas	5,005	5,005	0	0	0
Key West Brewfest	0	0	17,000	0	17,000
Key West Pride	12,843	12,825	0	0	0
KW World's Championship '11	115,000	115,000	0	0	0
KW World's Championship '12	120,000	120,000	120,000	120,000	0
KW World's Championship '13	0	0	120,000	0	120,000
Key Largo Bridge Run '11	10,008	10,008	0	0	0
Key Largo Bridge Run	9,992	0	17,000	3,000	0
Key Largo Food & Wine Festival ⁶	14,716	14,180	5,000	400	0
Key Largo Stonecrab & Seafood Fest	0	0	40,000	39,599	0
No Name Race	7,500	972	7,500	2,217	0
Ragnar Relay Florida Keys '12	72,500	70,000	2,500	0	0
Ragnar Relay Florida Keys '12*	0	0	0	(265)	0
Ragnar Relay Florida Keys '13	0	0	5,000	5,000	0
Sombrero Beach Run ⁴	0	0	5,008	5,008	0
Southernmost Marathon ²	0	0	2,387	0	0
FKCC Swim Around Key West '13	0	0	0	0	4,976
Orange Bowl Winter Training '11	50,000	0	0	0	0
Orig Marathon Seafood Fest	49,231	49,231	0	0	0
Phil Peterson's Poker Run '11	25,000	24,435	0	0	0
Phil Peterson's Poker Run '12	7,500	0	7,500	7,500	0
Phil Peterson's Poker Run '13	0	0	75,000	0	75,000
Publix Mad Dog Mandich	10,000	0	0	0	0
Tropical Heat	1,000	0	0	0	0
Womenfest '11	1,500	309	0	0	0
Womenfest '12	<u>35,000</u>	<u>32,924</u>	<u>35,000</u>	<u>1,200</u>	<u>0</u>
Total Special Projects	618,392	497,375	614,168	218,204	333,976

**EVENTS
ALL DISTRICTS**

	FY '12	FY'12	FY '13	FY'13	FY'13
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Art Going Green on Big Pine Key '11	6,000	0	0	0	0
Cultural Umbrella Resources	0	0	2,400	0	0
Esperando Nacer	0	0	9,459	9,200	0
FK Birding & Wildlife Fest '11	10,500	0	0	0	0
FK Birding & Wildlife Fest '12	11,792	11,516	3,000	0	0
FK Birding & Wildlife Fest '13	0	0	12,324	11,705	12,324
Key West Pops	14,678	14,453	0	0	0
FK History of Diving Museum '11	5,000	0	0	0	0
FK History of Diving Museum '12	15,281	15,059	5,000	0	0
FK History of Diving Museum '13	0	0	11,816	8,708	5,000
FL Keys Art Guild Outdoor Art Fest	16,802	8,374	14,100	2,000	0
Generic Arts Advertising	279,997	275,931	320,346	319,733	0
Impromptu Concerts '11	1,000	0	0	0	0
Impromptu Concerts '12	17,422	17,331	1,000	0	0
Impromptu Concerts '13	0	0	17,763	17,763	0
Key Largo Pirate's Fest	18,350	18,000	17,375	16,681	0
Key Largo's Original Music Festival	18,650	18,300	19,350	19,050	0
Key West Garden Club	14,279	9,672	12,936	11,561	0
Key West House & Garden Tours	13,619	12,211	14,607	14,607	0
Key West Art & Hist Society '11	1,000	0	0	0	0
Key West Art & Hist Society	20,929	20,609	18,315	16,774	10,000
Key West Art Center Events	0	0	9,983	9,688	0
Key West Burlesque Season	0	0	14,917	9,420	0
Key West Craft Show	7,075	0	0	0	0
Key West Film Society '11	5,000	0	0	0	0
Key West Film Society '12	18,105	18,105	5,000	0	0
Key West Film Festival	0	0	14,740	14,605	0
Key West Fringe	0	0	11,122	8,849	0
HS Truman Foundation '11	5,000	0	0	0	0
HS Truman Foundation '12	17,827	7,426	5,000	13,006	15,000
Truman In Key West	0	0	16,770	2,080	5,000
Key West Literary Seminar	18,012	14,862	17,388	17,118	0
Key West Modern Dance	8,810	7,479	0	0	0
KW Tropical Forest & Botanical '11*	2,000	(753)	0	0	0
KW Tropical Forest & Botanical '12*	18,290	16,334	5,000	(656)	0
KW Tropical Forest & Botanical '13	0	0	16,770	15,011	5,000
KW Coast Guard Maritime Museum	2,500	0	0	0	0
Keys Community Concert Band	15,598	14,657	16,709	16,410	0
Marathon Community Theatre '11	1,000	0	0	0	0
Marathon Community Theatre '12	20,600	10,325	1,000	0	0
Marathon Community Theatre '13	0	0	21,550	8,338	5,000
Marathon Garden Club	9,840	9,685	10,020	9,936	0
Master Chef's Classic	7,713	5,150	8,900	6,376	0
Mel Fisher Keys Maritime Explore	5,000	0	5,176	0	0
MFMHM	19,818	13,331	19,242	18,851	15,000
Morada Way Walkabouts '12	18,610	16,743	5,000	0	0
Morada Way Walkabouts '13	0	0	21,750	14,655	10,000
Nutcracker Key West	0	0	17,256	15,291	0
Performance at St Paul's '11*	1,500	(731)	0	0	0
Performance at St Paul's '12	8,912	0	8,324	8,324	0
Performance at St Paul's '13	0	0	9,343	6,842	7,000
Pigeon Key Arts Festival	17,850	16,363	16,400	15,762	0
Pirates In Paradise Festival '11	2,000	0	0	0	0
Pirates In Paradise Festival '12	<u>16,947</u>	<u>9,382</u>	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	713,306	579,814	757,151	657,688	89,324

**EVENTS
ALL DISTRICTS**

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry-Over</u>
Red Barn Theatre '11*	2,500	(479)	0	0	0
Red Barn Theatre '12	20,281	17,895	1,000	0	0
Red Barn Theatre '13	0	0	19,551	18,909	5,000
Sculpture Key West	0	0	18,138	15,683	0
Studios of Key West '10*	0	(938)	0	0	0
Studios of Key West '11	2,500	0	0	0	0
Studios of Key West '12*	16,993	16,320	1,000	(195)	0
Studios of Key West '13	0	0	15,049	14,357	0
12 Step Music Festival '11	0	(1,425)	0	0	0
12 Step Music Festival	14,192	0	1,000	0	0
T Williams Fine Arts Center '11	5,000	0	0	0	0
Underwater Music Festival '11	1,500	0	0	0	0
Underwater Music Festival '12	7,749	6,126	0	0	0
Underwater Music Festival '13	0	0	10,710	6,018	1,000
Waterfront Playhouse	<u>20,779</u>	<u>20,779</u>	<u>18,701</u>	<u>18,666</u>	<u>0</u>
Total Cultural Umbrella	804,800	638,092	842,300	731,126	95,324

FISHING UMBRELLA EVENTS-TOURNAMENTS

Fishing Umbrella Resources	3,470.00	0.00	3,160	0	0
Backcountry Fly Championship	1,000	0	0	0	0
BP & Lower Keys Dolphin Tourn	10,000	9,161	10,000	9,260	0
Capt Don Gurgiole Sailfish	3,000	3,000	4,000	4,000	1,000
Capt Leon Shell Billfish '11*	0	(144)	0	0	0
Capt Leon Shell Billfish	10,000	5,527	10,000	9,326	0
Coconuts Dolphin Tournament '11*	0	(460)	0	0	0
Coconuts Dolphin Tournament '12	11,500	11,500	0	(1,295)	0
Cuda Bowl	5,000	2,572	5,000	3,606	0
Cuda Bowl*	0	0	0	(683)	0
Dolphin, Black Fin Tuna Fun Fishing	3,000	2,730	5,000	4,430	0
Dolphin Flashover '11	500	0	0	0	0
Del Brown Invitational Permit '11	500	0	0	0	0
Del Brown Invitational Permit '12	2,500	1,769	500	0	0
Del Brown Invitational Permit '13	0	0	4,000	3,355	0
Florida Keys Dolphin Championship	0	0	5,000	4,899	0
Fishing TV Production	63,280	62,630	76,840	74,890	0
Fishing Umbrella Advertising	298,550	295,046	360,050	359,130	0
Fishing Umbrella PR	70,000	40,527	50,000	49,592	0
Gold Cup Tarpon Tournament	500	0	0	0	0
Golden Fly Tarpon Tournament	500	500	1,000	988	0
Herman Lucerne Memorial '10*	0	(625)	0	0	0
Herman Lucerne Memorial '11	3,500	3,095	0	0	0
Islamorada Fall Bonefish '11	1,000	0	0	0	0
Islamorada Fall Bonefish '12	1,000	0	1,000	0	0
Islamorada All-Tackle Bonefish '11	1,000	0	0	0	0
Islamorada All-Tackle Bonefish '12	1,000	0	1,000	330	0
Islamorada All-Tackle Bonefish '13	0	0	2,000	1,952	0
Isla All-Tackle Bonefish Championship	0	0	2,000	2,000	0
Islamorada Spring All-Tackle	1,000	955	0	0	0
Islamorada Jr. Sailfish Tourney	2,500	2,499	2,750	2,750	0
Islamorada Ladies Sailfish Tourn.	1,750	1,750	3,000	3,000	0
Islamorada Sailfish Tournament	7,000	6,945	9,000	9,000	0
Islamorada Dolphin Tournament	<u>4,500</u>	<u>4,496</u>	<u>6,500</u>	<u>6,263</u>	<u>0</u>
Subtotal	507,550	453,473	561,800	546,793	1,000

**EVENTS
ALL DISTRICTS**

	FY '12 Appropriations	FY '12 Expenditures	FY '13 Appropriations	FY '13 Expenditures	FY '13 Carry-Over
Key Largo Sailfish Challenge	6,000	5,492	8,000	8,000	0
Key West Harbour King Mackerel	15,000	15,000	15,000	14,941	0
Key West Fishing Tournament '11	1,000	0	0	0	0
Key West Fishing Tournament '12	42,250	41,406	5,000	0	0
Key West Fishing Tournament '13	0	0	44,000	40,469	20,000
Key West Marlin Tournament '11	1,000	0			0
Key West Marlin Tournament '12	30,000	29,977	5,000	0	0
Key West Marlin Tournament '13	0	0	30,000	29,100	2,000
KW Gator Club Dolphin Rodeo	6,000	5,881	7,500	7,200	0
Baybone '11	9,000	0	0	0	0
Baybone '12	8,000	5,284	8,000	0	0
Marathon Int'l Bonefish '12	5,000	4,389	1,000	0	0
Marathon Int'l Bonefish '13	0	0	5,000	556	5,000
Marathon Bull & Cow Dolphin	6,000	6,000	10,000	9,009	0
March Merkin Permit Tournament	4,000	3,415	4,000	3,605	0
Mercury Redbone '11	0	(450)	0	0	0
Pigeon Key Centennial Fishing	5,000	1,256	0	0	0
Redbone Celebrity	5,000	4,376	0	0	0
Redbone @ Large La Siesta Tarpon	1,000	1,000	0	0	0
Nick Sheahan Dolphin Rodeo	6,000	5,908	8,000	8,000	0
Robert James SLAM Celebrity '11	6,000	0	0	0	0
Robert James SLAM Celebrity '12	6,000	0	1,000	0	0
Saltwater Angler Grand SLAM	5,000	0	0	0	0
Take Stock in Children '12*	1,500	1,500	500	(90)	0
Take Stock in Children '13	0	0	4,000	0	4,000
Tarponian Tournament '11*	0	(239)	0	0	0
Tarponian Tournament	3,000	3,000	6,000	5,813	0
World Sailfish Championship	<u>45,000</u>	<u>25,551</u>	<u>45,000</u>	<u>45,000</u>	<u>0</u>
Total Fishing Umbrella	724,300	612,219	768,800	718,396	32,000
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>475,000</u>	<u>467,939</u>	<u>525,000</u>	<u>508,928</u>	<u>0</u>
Total Dive Umbrella	475,000	467,939	525,000	508,928	0
RESERVES					
Emergency	<u>892,833</u>	<u>0</u>	<u>1,127,833</u>	<u>0</u>	<u>1,127,833</u>
Total Emergency	892,833	0	1,127,833	0	1,127,833
*Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
EVENTS TOTAL	\$5,442,836	\$3,679,002	\$6,417,034	\$3,827,886	\$1,589,133

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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Community/Tourism Enhancements

Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

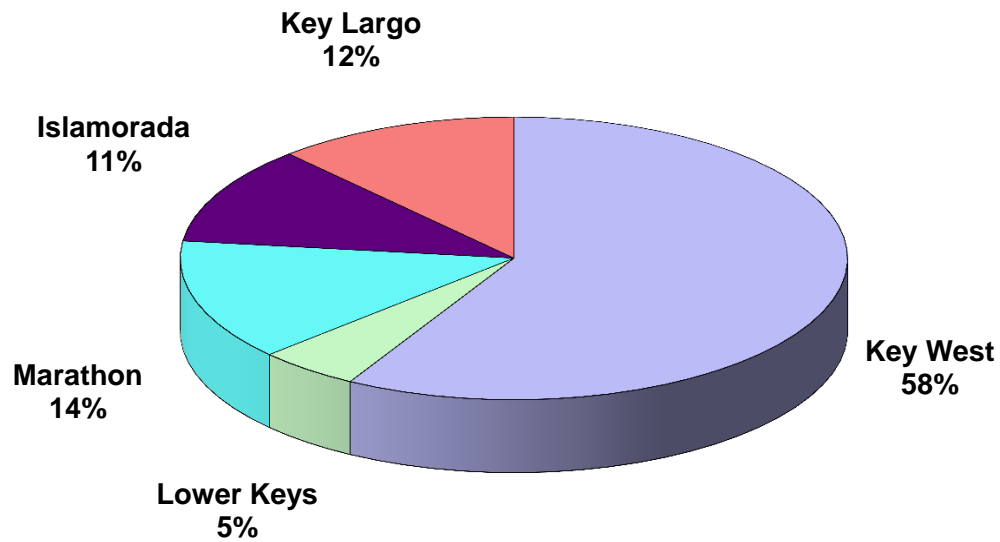
- Cleaning and maintenance of Keys Beaches (Smathers, Higgs, CB Harvey Rest (Key West); Veteran's Park/Little Duck Key (Big Pine Key); Sombrero & Coco Plum (Marathon); Anne's & Library (Islamorada) and Harry Harris and Settler's Park (Key Largo)
- Florida Keys Museum of Natural History restoration of the Adderley House
- Dolphin Research Center projects
- Pigeon Key Foundation – ongoing projects including solar energy installation
- Customs House in Key West
- White Street Pier/Higgs and Rest Beaches Projects
- Higgs Beach Special Fund encompassing several major projects
- Smathers Beach – continued maintenance and restoration
- Sinking of offshore vessels for artificial reef projects (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- Ongoing upgrades to East and West Martello Towers
- Marathon Community Theatre
- Marathon Garden Club
- City of Marathon – beach improvements, installation of observation boardwalk, kayak docks & tiki huts
- Friends of the Islamorada State Parks
- Village of Islamorada Founder's Park Community and Kiddy Pool, Amphitheatre and repairs to the Hurricane Monument, Islamorada beaches – beach parks cleaning and trash removal & boardwalk replacement project
- Friends of Mallory Square Memorial
- Kitzo-Berg Beach Walkway
- Florida Keys Wild Bird Center – ongoing projects
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Botanical Garden Projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Mote Marine Lab
- Tennessee Williams Theatre projects
- Studios of Key West projects
- Harry S. Truman Little White House projects
- Florida Keys Eco-Discovery Center
- Florida Keys History of Diving Museum projects
- Island Dolphin Care
- San Carlos repairs
- Audubon/Geiger House Museum & Tropical Gardens
- Little White House projects
- Waterfront Playhouse ongoing upgrades
- Old Island Restoration Foundation
- AIDS Memorial Repair
- Marine Mammal Conservancy projects
- Schooner Western Union Maritime Museum Refit Project
- Key West Players stage repair
- History of Diving Museum ongoing projects
- Monroe County Key Largo Cultural Center Improvements

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike.

District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County, are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2013 Bed Tax Revenue by District

As Per September 2013 MCTDC 4 Penny Bed Tax Report



**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

REVENUE:	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	5,898,200	6,827,637	929,437
5% RESERVES F.S. 129.01	(235,928)	(273,105)	(37,177)
Priceline.com Settlement	208,443	208,443	0
BALANCE FORWARD	<u>4,368,586</u>	<u>4,153,688</u>	<u>(214,898)</u>
TOTAL REVENUE	10,239,301	10,916,663	677,362

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	12,095	12,058	13,174	13,114	0
Fees & Commissions - Finance	1,458	707	1,540	695	0
Utilities	14,510	2,736	15,428	3,370	0
Administrative Services	123,543	123,543	130,956	131,160	0
County Services	49,101	49,101	108,534	108,534	0
Administrative Resources	<u>95,571</u>	<u>0</u>	<u>2,337</u>	<u>0</u>	<u>0</u>
Total Administrative	296,278	188,145	271,969	256,873	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	317,867	317,867	317,867	317,867	0
KWBG Gay & Lesbian VIS	<u>45,250</u>	<u>45,250</u>	<u>45,250</u>	<u>45,250</u>	<u>0</u>
Total VIS	363,117	363,117	363,117	363,117	0

CAPITAL PROJECTS					
Audubon House Outbuildings	60,671	60,671	0	0	0
W Martello - Salary	45,439	44,403	48,267	45,779	0
Higgs Beach - Salary	58,989	58,975	59,782	59,782	0
Capital Project Resources	110,321	0	376,739	0	0
Smathers/Rest Beach - Cleaning	380,000	357,975	380,000	364,659	0
Smathers Beach Renourishment	0	0	187,500	187,500	0
Harry S Truman Roof/Floor Repairs	42,878	0	42,878	34,346	0
Harry S Truman Restroom Renovation	0	0	25,000	0	25,000
Higgs Beach Util/Maint/Op	123,993	114,468	129,475	120,277	0
Higgs Beach - Cleaning	125,000	118,611	122,170	122,169	0
Higgs Beach Operating Supplies	3,000	2,526	4,800	947	0
Higgs Beach Playground Ph 1	150,000	150,000	150,000	0	0
Higgs Beach Reestablish Shoreline	75,000	0	75,000	0	75,000
W Martello Historic Restoration	200,000	104,000	100,000	100,000	0
W Martello Fence Replacement	6,356	3,300	25,000	14,205	0
W Martello Fence Project '11	45,000	40,435	0	0	0
W Martello Restoration	0	0	100,000	96,000	0
E Martello Tower Roof Repair	0	0	300,000	0	300,000
Historic Armory Replace A/C	25,000	22,475	0	0	0
African Memorial Completion Phase	78,000	0	0	0	0
Aids Memorial Expansion	45,500	0	45,500	45,500	0
Aids Memorial Expansion/Enhancement	0	0	120,000	113,500	0
Museum Maintenance	20,000	16,054	15,000	4,037	0
Museum Utilities	29,642	21,104	25,000	20,071	0
Museum Risk Management	424	424	500	424	0
E Martello Historic Restoration	200,000	103,200	100,000	100,000	0
E Martello Historic Restoration	0	0	100,000	96,800	0
E Martello Restrooms	0	0	165,700	5,338	160,761
E Martello Citadel Doors	25,000	15,400	0	0	0
E Martello Tower ADA	65,000	0	15,000	9,900	0
KWBGS Mia Blue Butterfly Garden*	0	(9,037)	0	0	0
KWBGS Security/Accessibility	22,700	0	22,700	22,700	0
KWBGS Security/Accessibility	0	0	11,450	0	11,450
City of KW White St Pier Rip Rap '07	24,100	24,071	0	0	0
City of KW Smthrs Bch Renovation '08	60,876	0	0	0	0
City of KW Smthrs Bch Renovation '09	43,000	34,835	0	0	0
City of KW Rest Beach Ren	245,000	0	245,000	0	245,000
City of KW Rest Beach Ren	0	0	207,000	0	207,000
Oldest House Shutters, Window Frame	0	0	22,112	0	22,112
Oldest House Lift, Plumbing	0	0	7,411	0	7,411
San Carlos Minor Repairs	2,500	1,514	7,080	0	7,080
San Carlos Façade Painting	0	0	10,000	0	10,000
TSKW Nature Center	60,000	51,523	0	0	0
Tennessee Williams Backstage Repair	100,000	0	100,000	100,000	0
Tropic Cinema Phase VI	18,679	18,617	0	0	0
Tropic Cinema Phase VII	150,000	71,287	50,000	44,485	0
Tropic Cinema Phase VIII	0	0	57,500	0	57,500
Waterfront Playhouse Electrical Upgrade	45,000	36,418	0	0	0
Waterfront Playhouse Roof	<u>26,800</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	2,713,868	1,463,249	3,453,564	1,708,419	1,128,314

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '12 <u>Appropriations</u>	FY '12 <u>Expenditures</u>	FY '13 <u>Appropriations</u>	FY '13 <u>Expenditures</u>	FY '13 <u>Carry Over</u>
SPECIAL EVENTS					
Bone Island Bare It All '11	13,000	5,674	0	0	0
Capt Tony Days	9,000	0	0	0	0
Fantasy Fest '11	121,000	121,000	0	0	0
Fantasy Fest '12	112,000	0	120,000	120,000	0
Fantasy Fest '13	0	0	120,000	0	120,000
Fight Night in the Keys	50,000	50,000	0	0	0
Florida Keys Seafood Festival	25,000	19,035	25,000	22,418	0
Goombay	0	0	25,000	0	25,000
Key West Bight Before Christmas	17,000	0	17,000	15,650	0
Key West Bight Before Christmas '13	0	0	10,000	0	10,000
Key West Brewfest	10,000	10,000	10,000	0	0
Key West Brewfest*	0	0	0	(3,039)	0
Key West Paddleboard Classic	17,000	14,448	0	0	0
Key West Pride	22,157	22,157	0	0	0
Key West Songwriter's Festival	75,000	75,000	100,000	100,000	0
Key West Triathlon '11	16,251	12,466	0	0	0
Key West Triathlon '12	8,749	0	25,000	24,100	0
Southernmost Marathon ²	0	0	25,000	0	25,000
Tropical Heat ¹⁶	17,000	15,398	17,000	485	0
Hemingway 5K Run & Paddleboard ¹	0	0	5,633	5,363	1,000
Holiday Historic Inn Tours '11	5,006	3,886	0	0	0
Holiday Historic Inn Tours '12	17,000	0	17,000	13,501	17,000
Key West Food & Wine Festival	25,000	25,000	50,000	50,000	0
Key West Half Marathon '11*	0	(990)	0	0	0
Key West Half Marathon	10,000	9,975	35,000	35,000	0
Key West Race Week	120,000	0	120,000	120,000	0
Mel Fisher Days	0	0	10,000	9,409	5,000
NAS Key West Air Show	0	0	50,000	50,000	0
New Year's Eve Shoe Drop	0	0	17,000	13,866	17,000
P. Peterson's Key West Poker Run	50,000	0	50,000	48,200	0
Ragnar Relay Florida Keys	0	0	35,000	35,000	0
Race Around the Rock	0	0	10,000	8,843	0
Swim Around Key West '12	10,000	0	10,000	8,742	0
Swim Around Key West '13	0	0	10,000	0	5,000
Womenfest	0	0	50,000	31,749	40,000
Total Special Events	750,163	383,049	963,633	709,287	265,000
PROMOTION & ADVERTISING					
PR Stringer Fees	31,500	31,500	31,500	31,500	0
Seatrade Cruise Conference	11,675	9,239	1,900	1,900	0
FCCA Conference & Trade Show	3,250	2,237	8,100	6,822	0
Promo & Advertising Resources	350,181	0	235,192	0	0
District Advertising Campaign ⁸	5,261,777	5,261,673	5,137,580	5,137,350	0
DAC I Webcam	18,400	14,430	18,400	17,716	0
Total Promo & Ad	5,676,783	5,319,079	5,432,672	5,195,288	0
BEACHES					
Higgs Beach Special Fund	347,493	29,229	340,108	0	179,047
Higgs Beach Park Plygrd	73,600	73,600	73,600	0	0
Higgs Bch Roof Replace Plygrd	18,000	0	18,000	5,500	12,500
Total Special Beach Fund	439,093	102,829	431,708	5,500	191,547
RESERVES					
Emergency	0	0	0	0	0
Total Emergency	0	0	0	0	0
*Monroe County Finance previous year's corrections					
KEY WEST					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$10,239,302	\$7,819,468	\$10,916,663	\$8,238,484	\$1,584,861

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
LOWER KEYS**

REVENUE:	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	520,974	584,491	63,517
5% RESERVES F.S. 129.01	(26,049)	(29,225)	(3,176)
Priceline.com Settlement	21,653	21,653	0
BALANCE FORWARD	<u>154,889</u>	<u>262,502</u>	<u>107,613</u>
TOTAL REVENUE	671,467	839,421	167,954

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	1,210	1,206	1,318	1,311	0
Fees & Commissions - Finance	134	64	140	63	0
Utilities	1,694	330	1,802	407	0
Administrative Services	13,568	13,568	14,382	14,382	0
County Services	21,277	21,277	27,202	27,202	0
Administrative Resources	<u>370</u>	<u>0</u>	<u>3,396</u>	<u>0</u>	<u>0</u>
Total Administrative	38,253	36,445	48,240	43,365	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>91,200</u>	<u>91,200</u>	<u>91,200</u>	<u>91,200</u>	<u>0</u>
Total VIS	91,200	91,200	91,200	91,200	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	52,603	51,460	55,089	51,646	0
Little Duck Key Beach - Util/Maint/Op	9,164	4,945	9,888	7,034	0
Little Duck Key Beach - Cleaning	21,924	21,897	22,554	22,554	0
Veteran's Park Bathroom Renovation	0	0	0	0	0
Capital Projects Resources	<u>102,162</u>	<u>0</u>	<u>107,461</u>	<u>0</u>	<u>0</u>
Total Capital Projects	185,853	78,302	194,992	81,234	0
SPECIAL EVENTS					
Fantasy Fest '12 ³	1,810	0	1,810	1,810	0
BP & LK Island Art Fest '11	4,215	2,150	0	0	0
BP & LK Island Art Fest '12	3,557	0	10,000	7,838	0
BP & LK Island Art Fest '13	0	0	15,000	0	15,000
Big Pine Nautical Flea Market	10,000	6,138	15,000	13,717	0
NAS Key West Air Show	0	0	10,000	7,413	10,000
P. Peterson's Key West Poker Run	0	0	10,000	0	0
Key West Marathon	<u>0</u>	<u>0</u>	<u>113</u>	<u>0</u>	<u>1,123</u>
Total Special Events	19,582	8,288	61,923	30,778	26,123
PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	10,500	10,500	0
Promo & Advertising Resources	21,653	0	0	0	0
District Advertising Campaign ⁹	286,026	275,467	414,167	414,167	0
DAC II Webcam	<u>18,400</u>	<u>14,800</u>	<u>18,400</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	336,579	300,767	443,067	439,467	0
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
LOWER KEYS					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$671,467	\$515,002	\$839,422	\$686,044	\$26,123

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

REVENUE:	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,193,646	1,685,225	491,579
5% RESERVES F.S. 129.01	(59,682)	(84,261)	(24,579)
Priceline.com Settlement	53,234	53,234	0
BALANCE FORWARD	<u>813,315</u>	<u>1,277,461</u>	<u>464,146</u>
TOTAL REVENUE	2,000,513	2,931,659	931,146

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,423	2,412	2,635	3,381	0
Fees & Commissions - Finance	366	184	392	181	0
Administrative Services	33,061	33,061	35,045	35,045	0
Utilities	3,859	755	4,091	930	0
County Services	11,431	11,431	16,146	16,146	0
Administrative Resources	<u>12,853</u>	<u>0</u>	<u>29,309</u>	<u>0</u>	<u>0</u>
Total Administrative	63,993	47,843	87,618	55,683	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>160,000</u>	<u>160,000</u>	<u>160,000</u>	<u>160,000</u>	<u>0</u>
Total VIS	160,000	160,000	160,000	160,000	0
CAPITAL PROJECTS					
FKLST Resoration Adderly House	0	0			
City of Marathon Sombbrero Bch Clean	65,194	49,353	65,194	65,194	0
City of Marathon Coco Plum Bch Clean	42,827	31,988	42,827	41,890	0
Crane Pt. Eco-Adventure Program	85,000	0	0	0	0
Sombbrero & Coco Plum Bch Impr	22,625	22,625	0	0	0
DRC Interactive Program Platform	44,647	44,647	0	0	0
DRC Re-Thatch,Causeway, Tower	0	0	30,725	16,223	0
City of Mara Kayak Docks/Boardwalk	20,000	20,000	0	0	0
City of Mara Observ Boardwalk, Tiki Huts	0	0	37,500	0	37,500
Pigeon Key Foundation	104,826	0	104,826	104,826	0
Pigeon Key Painting Original Buildings	14,415	14,415	0	0	0
Pigeon Key Picnic Area Improvements	0	0	1,750	1,750	0
City of Marathon Sombbrero Bch Volleyball*	0	(2,343)	0	0	0
Capital Projects Resources	<u>226,529</u>	<u>0</u>	<u>528,851</u>	<u>0</u>	<u>0</u>
Total Capital Projects	626,063	180,685	811,673	229,883	37,500
SPECIAL EVENTS					
Events	0	0	20,000	0	0
Battle in the Bay Dragon Boat Fest	30,000	30,000	0	0	0
Christmas in the Keys	0	0	40,000	40,000	0
Conchtoberfest '11	18,847	18,847	0	0	0
Conchtoberfest '12/Christmas in the Keys	30,153	0	0	0	0
Ragnar Relay Florida Keys	10,000	10,000	20,000	20,000	0
previous year adjustment	0	0	0	(8,308)	0
Sombbrero Beach Run*	20,000	17,546	4,992	4,902	0
Orig Marathon FK Seafood Fest	769	644	50,000	49,751	10,000
Fantasy Fest '11	7,320	7,320	0	0	0
Fantasy Fest '12	10,000	0	10,000	10,000	0
Fantasy Fest '13	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>0</u>	<u>0</u>
Total Special Events	127,089	84,357	154,992	116,345	10,000
PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	10,500	10,500	0
DAC III Webcam	18,400	14,430	18,400	14,800	0
Promo & Adv Resources	82,914	0	0	0	0
District Advertising Campaign ¹⁰	<u>911,554</u>	<u>911,554</u>	<u>1,379,033</u>	<u>1,336,124</u>	<u>0</u>
Total Promo & Ad	1,023,368	936,484	1,407,933	1,361,424	0

**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

		<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
RESERVES						
Emergency		<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	Total Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
*Monroe County Finance previous year's corrections						
MARATHON						
DISTRICT TWO PENNY PROGRAM						
TOTAL		\$2,000,513	\$1,409,369	\$2,622,216	\$1,923,335	\$47,500

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
ISLAMORADA**

REVENUE:	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,164,600	1,247,738	83,138
5% RESERVES F.S. 129.01	(58,230)	(62,387)	(4,157)
Priceline.com Settlement	46,980	46,980	0
BALANCE FORWARD	<u>348,281</u>	<u>769,320</u>	<u>421,039</u>
TOTAL REVENUE	1,501,631	2,001,651	500,020

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,422	2,412	2,635	2,623	0
Fees & Commissions- Finance	297	142	308	140	0
Utilities	3,714	708	3,567	872	0
Administrative Resources	0	0	0	0	0
Administrative Services	27,580	27,580	26,998	26,998	0
County Services	<u>13,208</u>	<u>13,208</u>	<u>14,779</u>	<u>14,779</u>	<u>0</u>
Total Administrative	47,221	44,050	48,287	45,412	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>	<u>0</u>
Total VIS	150,000	150,000	150,000	150,000	0
CAPITAL PROJECTS					
FK Wild Bird Center Cormorant Habitat	0.00	0.00	6000	0	0
History of Diving Library & Meeting Rm	11,531	11,531	0	0	0
History of Diving Museum Exterior Improv	0	0	119,283	119,230	0
Islamorada Bch Pk Facilities Cleaning	45,000	45,000	45,000	31,784	0
Islamorada Bch Pk Facilities Cleaning*				(9,790)	0
I R Eyster Museum of FK History	378,297	0	0	0	0
MC Key Largo Cultural Cntr Improv	60,000	60,000	60,000	0	0
Capital Projects Resources	<u>0</u>	<u>0</u>	<u>674,199</u>	<u>0</u>	<u>0</u>
Total Capital Projects	494,828	116,531	904,482	141,224	0
SPECIAL EVENTS					
Florida Keys Island Fest ⁵	0	0	6,013	4,091	0
Mad Dog Mandich Fishing Classic '11	10,000	10,000	0	0	0
Mad Dog Mandich Fishing Classic '12	0	0	10,000	10,000	0
Mad Dog Mandich Fishing Classic '13	0	0	10,000	0	10,000
Islamorada Chili Cookoff	7,001	6,001	0	0	0
P. Peterson's Key West Poker Run	0	0	10,000	0	10,000
Uncorked-KL, Islamorada Food & Wine	<u>0</u>	<u>0</u>	<u>20,000</u>	<u>19,757</u>	<u>0</u>
Total Special Events	17,001	16,001	56,013	33,848	20,000
PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	10,500	10,500	0
District Advertising Campaign ¹¹	666,701	630,228	763,969	763,947	0
Promo & Adv Resources	96,980	0	50,000	0	0
DAC IV Webcam	<u>18,400</u>	<u>15,088</u>	<u>18,400</u>	<u>14,300</u>	<u>0</u>
Total Promo & Adv	792,581	655,816	842,869	788,747	0

*Monroe County Finance previous year's corrections

ISLAMORADA

DISTRICT TWO PENNY PROGRAM

TOTAL	\$1,501,631	\$982,398	\$2,001,651	\$1,159,231	\$20,000
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To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

REVENUE:	<u>FY '12</u>	<u>FY '13</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,114,849	1,419,917	305,068
5% RESERVES F.S. 129.01	(55,742)	(70,996)	(15,254)
Priceline.com Settlement	52,354	52,354	0
BALANCE FORWARD	<u>309,428</u>	<u>1,089,813</u>	<u>780,385</u>
TOTAL REVENUE	1,420,889	2,491,088	1,070,199

	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '13</u> <u>Appropriations</u>	<u>FY '13</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry-over</u>
ADMINISTRATIVE					
Salaries/Legal	2,423	2,412	2,635	2,623	0
Fees & Commissions - Finance	324	158	336	155	0
Utilities	921	189	775	232	0
Administrative Services	31,938	31,938	33,854	33,854	0
County Services	31,088	31,088	53,384	53,384	0
Administrative Resources	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	66,694	65,785	90,984	90,248	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>142,000</u>	<u>142,000</u>	<u>142,000</u>	<u>142,000</u>	<u>0</u>
Total VIS	142,000	142,000	142,000	142,000	0
CAPITAL PROJECTS					
Harry Harris Beach - Salary	56,743	55,527	58,348	57,059	0
Settler's Park - Salary	21,701	21,403	25,867	25,635	0
Harry Harris Beach - Cleaning	20,770	19,904	23,540	21,335	0
Harry Harris Beach - Util/Maint/Rprs	49,368	38,094	39,500	32,673	0
Harry Harris Pk Restroom Rehab	0	0	81,922	81,823	0
Jacobs Aquatic Competition Enhance	50,500	0	50,500	48,754	0
Marine Mammal Phase I	22,770	22,770	0	0	0
Marine Mammal Phase II*	0	(5,044)	0	0	0
MC Key Largo Cultural Cntr Improve	147,763	125,217	130,000	0	0
FK Wild Bird Cntr Tiki Hut Remodel	7,000	7,000	0	0	0
FK Wild Bird Cntr Pelican Habitat	0	0	8,000	0	0
Capital Projects Resources	<u>102,801</u>	<u>0</u>	<u>233,125</u>	<u>0</u>	<u>0</u>
Total Capital Projects	479,416	284,871	650,802	267,279	0
SPECIAL EVENTS					
Special Events Resources	0	0	50,000	0	0
Bogart Film Festival	0	0	50,000	48,650	0
Brew on the Bay ⁷	0	0	6,999	6,880	0
Key Largo Bridge Run	0	0	17,000	17,000	0
Key Largo Bridge Run '13	0	0	20,000	0	20,000
Key Largo Food & Wine Fest ⁶	5,284	5,120	5,000	0	0
Uncorked-KL & Islamorada Food & Wine	0	0	30,000	29,930	0
KL Stone Crab & Seafood Fest	30,000	29,700	0	0	0
Orange Bowl '12	50,000	50,000	50,500	50,000	0
Orange Bowl '13	<u>0</u>	<u>0</u>	<u>50,000</u>	<u>0</u>	<u>50,000</u>
Total Special Events	85,284	84,820	279,499	152,460	70,000
PROMOTION & ADVERTISING					
Promo & Adv Resources	102,354	0	102,354	0	0
District Advertising Campaign ¹²	485,645	485,645	1,165,954	1,161,710	0
PR Stringer Fees	10,500	10,500	10,500	10,500	0
DAC V Webcam	<u>48,996</u>	<u>33,906</u>	<u>48,996</u>	<u>26,650</u>	<u>0</u>
Total Promo & Ad	647,495	530,051	1,327,804	1,198,860	0

**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

	<u>FY '12 Appropriations</u>	<u>FY '12 Expenditures</u>	<u>FY '13 Appropriations</u>	<u>FY '13 Expenditures</u>	<u>FY '13 Carry Over</u>
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
*Monroe County Finance previous year's corrections					
KEY LARGO					
DISTRIC TWO PENNY PROGRAM					
TOTAL	\$1,420,889	\$1,107,527	\$2,491,089	\$1,850,847	\$70,000

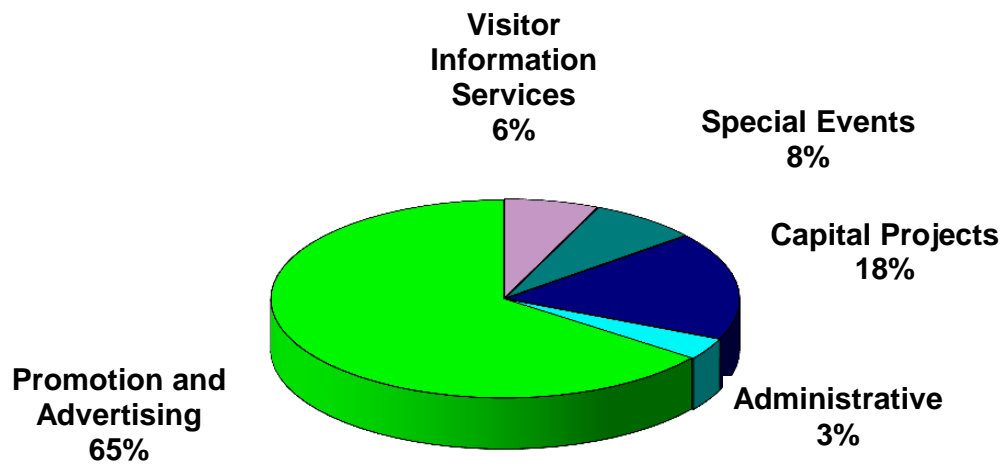
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Total District Two Penny Expenditures FY 2013



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2013 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with available financial information gathered from the Monroe County Clerk of Circuit Court Financial Office. The submission of this report was delayed due to submission of the Monroe County Comprehensive Annual Financial Report (CAFR) which includes an audit of the MCTDC finances. The official CAFR has not been provided to the Tourist Development Council (although on August 11, 2014 we did discover the document had been posted online effective June 30, 2014). The information within this Annual Report is correct to the best of our knowledge; however, the MCB OCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.

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